

Store Design

60+ professional store designs Updated!
W3C/XHTML compliant templates
Easily integrate your existing design
Edit templates in Dreamweaver
Drag and drop layout customization
Edit HTML and CSS in your browser
Edit HTML and CSS via FTP
Upload a logo or use the logo editor
Change website text using your mouse
Edit email templates from control panel
Works in all popular web browsers
Web-based control panel
Template comparison (diff) toolNew!

Search Engine Optimization

Recognized as #1 SEO-optimized solution
Optimized by #1 SEO Expert [Aaron Wall](#)
Optimized by company founders (SEO experts)
HTML easily parsed by search spiders
Free access to SEO training blog + videos
Correct use of robots.txt file
PageRank not passed to irrelevant pages
Setup your own 301 redirect linksNew!
Per-page optimization (title, META, etc)
Set default page title and META details
Set page title and META details per product
Set page title and META details per pageNew!
Set page title and META details per news post
Set page title and META details per category
Automatically generated HTML sitemap
XML sitemap for Google Webmaster ToolsNew!
Proper use of H1...H6 tags
SEO friendly product links
SEO friendly category links
SEO friendly brand links
SEO friendly search links
SEO friendly page links
SEO friendly news links
Toggle SEO friendly links
W3C valid templates
Tableless store designs
Custom product image alt textNew!
New SEO optimizations added regularly
Correct use of NOFOLLOW attribute
Lightweight HTML, separate from CSS
100% HTML and CSS templates, no PHP
Full access to modify HTML & CSS

Orders & Checkout

Single page checkout
Shipping quote estimates
Guest checkout option
Refunds and store credits
Custom checkout form fields
Delivery/event dates
Shipping tracking numbers
Email order confirmation
Agree to terms before ordering
Add multiple items to cart
Create order shipments
Order messaging system
One click re-order
Take your store down for maintenanceNew!
Set a custom starting order numberNew!
Send order tracking link to customer automatically via emailNew!

Products & Merchandising

Sell physical & digital products
Sell products with options (size, color, etc)
Custom fields (i.e. text to print on a t-shirt)
Bulk discount quantity pricing
Gift wrapping options
"Catalog only" mode
"Call for pricing" option
Create unlimited sub categories
Import products, images, variations, etc
Bulk export/re-import thousands of items at onceNew!
Export products for bulk update in Excel
Create and assign brands/manufacturers
Add products to unlimited categories
Per-product SKUs or custom codes
Per-option SKUs or custom codes
Fully WYSIWYG editor for description
Embed videos in product descriptionNew!
Per-product YouTube video galleryNew!
Edit product description HTML directly
Cut/copy/paste support in WYSIWYG editor
Per-product gift wrapping
Live shipping quotes
Product reviews & comments
Specify cost price and see profit reports
Enter retail price to show RRP
Enter sale price for sale events
Choose if a product is taxable or not
Disable purchasing on a per-product basis
Specify product weight for live shipping quotes
Enable free shipping on a per-product basis

Variations & Product Options

- Sell products such as apparel & computers
- Setup unlimited options per product
- Options don't count towards product limit
- Create a variation or set of product options
- Assign the variation to multiple products
- Add, subtract or set fixed price for each option
- Add, subtract or set fixed weight for each option
- Set a unique SKU for each product option
- Set a unique image for each product option
- Set stock on hand for each product option
- Set low stock level for each option
- Change the display order of product options
- Add options without affecting existing products
- Remove options without affecting products
- Optionally track inventory per option
- Filter options for quick updating New!
- Bulk update option values per product New!
- Paging when editing product options New!
- Disable purchasing of specific options
- Force options to be selected when buying
- Re-order function preserves product options
- Options displayed with order and on invoice

Inventory & Stock Control

- Per-product inventory levels
- Per-option inventory levels
- Inventory tracking can be disabled per product
- Set low stock level warning for each product
- Track inventory at a product or option level
- Set current stock level per product option
- Set low stock level per product option
- Automatic inventory control
- Low stock reminder indicators on dashboard
- Detailed inventory report for all products
- Disable purchasing when no stock
- Bulk update inventory levels

Configurable Fields

- Great for collecting additional product info
- Such as text to print on a t-shirt
- Such as picture to print on a mug
- Text, file and checkbox field types
- Fields display on product page
- Fields display on invoice
- Limit file formats that can be uploaded
- Fields shown along with order for processing
- Create an unlimited number of fields
- Optionally make some/all fields required

Delivery/Event Dates

- Sell tickets to events, concerts, etc
- Sell flowers and other items with delivery dates
- Limit date range for selection per product
- Customize the name displayed for the date field
- Filter orders by delivery/event date
- Export orders by delivery/event date
- Set number of tickets available for purchase
- Delivery confirmation of purchase via email
- Choosing a date can be required or optional
- Date selected shown along with order details
- Date selected shown on invoice

Tax Rates & Settings

- State-based taxes
- Country-based taxes
- Unlimited tax rates
- Prices inc/ex tax
- Flat tax option
- Tax rate display in store
- Tax shown on invoices, etc
- Flexible tax rules and flow
- Sales tax report by date New!
- Sell locally, nationally or internationally

In-Store Merchandising

- Full product catalog
- Online checkout system
- "Call for pricing" option
- One click add to cart
- Optimized usability
- Product comparisons
- Order status updates
- Live order tracking
- Email/print invoices
- Customer address book
- Private wish lists
- Public wish lists
- Order messaging system
- Related products
- Suggestive cart
- "You may also like"...

Images & Photos

- Upload an unlimited number of photos Updated!
- Add photos from your computer or a website
- Automatically generated photo galleries New!
- Photo thumbnails on product pages Updated!
- SuperZoom™ instant photo zooming New!
- Thumbnail photos created automatically
- Upload dozens of images at once
- Photo manager to organize photos
- Open large images in a popup/lightbox window
- Per-image alt text and description for SEO New!
- Share photos between products New!
- Dozens of customizable photo display settings

Marketing & Promotions

Sell on Facebook with [SocialShop](#)New!
Trackable coupon codes
Coupon expiry date
Coupon limited uses
Google Analytics integration
Bulk discounts per product
Gift certificates
Online certificate use
Promotional banners
Discount rules system
Buy one get one free, etc
Free shipping over \$x
\$x on orders over \$y
Newsletter subscriptions
Google Website Optimizer integrationNew!
Export to Google Base
Export products to CSV
Affiliate tracking system
RSS feeds
Google AdWords export
Yahoo Search Marketing export
Popular products list
New products list
Top sellers list
Quick search popup box
"Did you mean?" spelling
Integrates with any live chat software
LivePerson Express 30 day trial

Google Website OptimizerNew!

Improve conversion rates without guessing
Six storewide GWO tests to run:

1. Single or multi page checkout
2. Add to cart button image
3. Home page promo banner
4. Newsletter signup box
5. Checkout button image
6. Product page tabs on/off

Test on-page, per-product changes:

1. Product name
2. Product description
3. Product image

Test on-page, per-category changes:

1. Category name
2. Category description
3. Category image

Test on-page, per-web page changes:

1. Page name
2. Page description

Run multiple test at once
Change aggression level of winner
View reports in Google Website Optimizer
Disable tests from store's control panel
Disable tests from Google Website Optimizer
Set winning variation after test completes
More GWO tests than all competitors

Payments & Shipping

Accept credit cards online
Support for 50+ gateways
PayPal, Google Checkout, etc
Support for secure checkout
Support for "offline" payments
COD, pay in store, cheque, etc
Take orders over the phone
Sell in multiple currencies
Real time conversion rate updates
Auto-detect location for currency
Real time shipping quotes
UPS, USPS, FedEx, Aus Post, etc
Define your own shipping rates
Limit shipping methods by country
Limit shipping methods by state
Limit shipping methods by zipcode
Various free shipping options
Add handling cost to orders

Content Management System

Full CMS functionality
100% browser based
Publish web pages
Display returns policies, etc
Easy-to-use WYSIWYG editor
Page dropdown/pop out menus
SEO-friendly pages
Restrict to customer groups
Publish content from RSS
Contact forms on pages
Responses sent via email
Display page as home page
Recent news items
Banners and promotions

Customers & Groups

Flexible customer groups
Wholesale/retail pricing
Per-group pricing
Per-group discounts
Set a default group for new customers
Move customers between groups
Category level discounts
Product level discounts
Storewide group discounts
Fallback discount level
Move customers between groups
Filter customers by group
Export customers by group
Create unlimited customer groups
Enter new customer details one-by-one
Import customers from CSV file

Multi-Currency Support

- Complete multi-currency support
- Live, automatically updated exchange rates
- Automatic visitor currency detection
- Custom exchange rates if required
- Set a currency as the default currency
- Set per-currency symbol, decimal places, etc

Returns System (RMA)

- Complete returns system
- Offer refund, swap or store credit
- Customizable return reasons
- Customizable return actions
- Can return specific items from an order
- Status updates sent to customer via email
- Returns requested from "My Account" page
- Limit staff access to view/process returns
- Disable returns if required
- Receive email notification for new returns
- Complete audit log of all return requests

Import/Export Options

- Bulk export/re-import thousands of items at onceNew!
- Import existing products easily
- Extremely flexible import system
- Export products to CSV/XML
- Sync to Intuit Quickbooks
- Export to MYOB, Peachtree
- Export to StoneEdge
- Export in custom formats

Business Intelligence Reports

- 25+ performance reports
- Daily conversion rate
- Top 20 customers
- Best selling products
- Customer locations (Google maps)
- Orders by item sold
- Sales tax report by dateNew!
- Orders by revenue
- Popular products
- Inventory report
- Customers by date
- Revenue per customer
- Search keywords with results
- Search keywords without results
- Best performing keywords
- Worst performing keywords
- Search term corrections

In-Store Search

- Search suggest
- "Did you mean?" suggestions
- Related searches list
- Advanced search options
- Filter by price
- Filter by availability
- Filter by free shipping
- Search tips and advice
- Shop by brand
- Shop by price
- Saved searches and views

Miscellaneous

- Add/edit your own DNS recordsNew!